

THE GERMANISTIC SOCIETY OF AMERICA
PRESENTS

The 57th
Quadrille
Ball

January 28th, 2017 at the
Pierre Hotel, New York

SPONSORSHIP OPPORTUNITIES



AN INVITATION

- The Germanistic Society of America and the Quadrille Committee are delighted to invite you to the **57th Quadrille Ball on January 28, 2017** at the Pierre Hotel in New York City.
- We would also like to encourage you or your organization to become a sponsor of the 57th Quadrille Ball or to advertise in our Ball Journal.
- Your support will have an immediate impact on young outstanding American and German university students by enabling them to study abroad.
- Since 1961, the Quadrille Scholarship Fund has supported close to 600 graduate and undergraduate students, while strengthening transatlantic ties through education.
- Your contribution will be appropriately recognized and greatly appreciated.
- Since the Quadrille Ball is organized exclusively by volunteers, you can be assured that your tax deductible contribution benefits the stipend fund.
- The Germanistic Society of America is a 501(c)(3) charitable organization.

THE CHARITY

The Quadrille Ball awards Scholarships to highly qualified American and German PhD candidates, and students enrolled in undergraduate or master programs.



“In a globalized world, it is even more important to strengthen the friendship between German and American young professionals. Our aim is to enrich these young people by giving them the opportunity to study abroad and widen their international horizon. It is not surprising that students, returning from time abroad, tell us of their unforgettable experiences. The Quadrille Ball gives all of us the opportunity to foster the friendship between our two nations. Therefore I am happy to invite you to join the family of the Quadrille contributors.”

Brita Wagener

Consul General of the Federal Republic of Germany, New York

Scholarships recipients are chosen with the cooperation of highly regarded organizations: the Fulbright program, Columbia University, and the Institute of International Education (IIE).

VISIBILITY

- More than **250** people attend the Quadrille Ball each year. The evening includes a reception, dinner, the Quadrille dance performance, and general dancing, along with a silent auction and the “Küka” Night Club, all held at The Pierre.
- The event has been regularly covered by the New York Times’ iconic photographer Bill Cunningham and by other notable online and print publications.



The New York Times

Evening Hours

Bill Cunningham



QUADRILLE SCHOLARSHIPS



“The problems we face are not limited to the borders of a single nation; they are rather problems of a global community. The examples set forth by Germany and the United States demonstrate that cooperative pursuits are feasible and have worked in the past.”

Jameson Karns

PhD Candidate, History of Science, Quadrille Fulbright Scholarship 2016/2017
University of California, Berkeley - Freiburg University/Max Planck Institute for Chemistry, Freiburg

“The sheer magnitude of life lessons that I have already learned has made this trip well worth it. Through new friendships, I have not only learned about German culture but also about my own culture. I ultimately hope to utilize my year in Germany as a means to grow both professionally and personally.”

Katrina Rieger

PhD candidate, Chemical Engineering, Quadrille Fulbright Scholarship 2015/2016
University of Massachusetts Amherst - Max Planck Institute of Polymer Research in Mainz, Germany



“My experience has reinforced my belief that only strong intercultural understanding and personal exchange between people of diverse backgrounds have the potential to generate meaningful solutions to the numerous challenges of an increasingly globalized world. I am tremendously grateful to the Quadrille.”

Simon Böhler

Masters in International Development Studies, Quadrille Scholarship 2014/2014
Elliott School of International Affairs, George Washington University – Universität Konstanz

THE QUADRILLE DANCE AND DANCERS

The Quadrille Ball takes its name from a dance popular in the 18th Century, called the “Quadrille.” The performance is the highlight of the Ball.

Each year, the Quadrille recruits young professionals to perform the dance, dressed in traditional white formal dresses or white tie and tails. The rehearsals last from early November until late January. The volunteers, who are between 21 and 30 years old, are from diverse professional and national backgrounds. Through these young professionals, the Quadrille also promotes deep friendships and understanding among young people of different nationalities. Many stay on to teach the next season’s dancers.



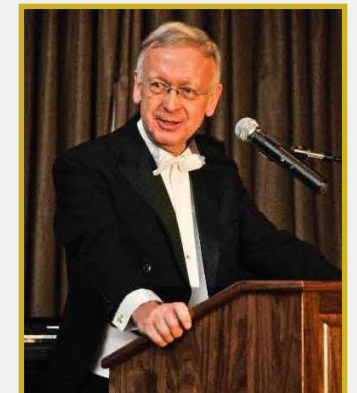
THE GUEST OF HONOR

Each year, a highly-regarded representative of the business community serves as Guest of Honor.

In recent years, Guests of Honor have included:

- Professor Dr. Dr. Andreas Barner, Chairman of the Board of Managing Directors of Boehringer Ingelheim
- Dr. Josef Ackermann, Chairman of the Management Board and the Group Executive Committee of Deutsche Bank*
- Dr. Klaus Kleinfeld, CEO of Siemens Corporation*
- Dr. Brigitte Mohn, Member of the Supervisory Board of Bertelsmann AG and Member of the Executive Board of Bertelsmann Foundation
- Bernard Meyer, Managing Partner of Meyer Werft GmbH
- Professor Dr. Bernhard Eitel, President of Heidelberg University

* at the time of the respective Quadrille Ball



SCHOLARSHIP SPONSORSHIP IN DONOR'S NAME

\$20,000

This donation, in its entirety, supports an outstanding PhD candidate in the donor's name

SPONSORSHIP BENEFITS

- Acknowledgment from the podium during the program ceremony at the Quadrille Ball
- Recognition in the Quadrille Ball Journal
- Listing in the formal Quadrille Ball invitations (if commitment is received prior to November 4, 2016)
- Posting of the company logo on the Quadrille website



Paulina Simkin thanking Quadrille Guests for supporting her Master's degree from New York's Juilliard School of Music

"At a moment when funding for research in the humanities is vanishing, I am heartened to know that organizations like the Germanistic Society of America continue to support research and study abroad fellowships."

Charles Butcosk,
Ph.D. Candidate
Princeton University, Quadrille Stipend recipient



Columbia University students exploring Berlin during their Quadrille-sponsored intensive summer courses.

SPONSORSHIP OPPORTUNITIES

PLATINUM

\$12,000

- Table of ten at the Quadrille Ball 2017 in a prime seating location
- Invitation to a VIP private reception with the Distinguished Honorees and Honored Guests
- Acknowledgment from the podium during the program ceremony at the Quadrille Ball
- Recognition in the Quadrille Ball Journal
- Listing in the formal Quadrille Ball invitations (if commitment is received prior to November 4, 2016)
- Posting of the company logo on the Quadrille website

DIAMOND

\$7,500

- Six dinner tickets to the Quadrille Ball 2017
- Invitation to a private reception prior to the Ball with the Distinguished Honorees and Honored Guests
- Recognition in the Quadrille Ball Journal
- Listing in the formal Quadrille Ball invitations (if commitment is received prior to November 4, 2016)

GOLD

\$4,000

- Two dinner tickets to the Quadrille Ball 2017
- Invitation to a private reception prior to the Ball with the Distinguished Honorees and Honored Guests
- Recognition in the Quadrille Ball Journal
- Listing in the formal Quadrille Ball invitations (if commitment is received prior to November 4, 2016)

ADDITIONAL SPONSOR OPPORTUNITIES

SILENT AUCTION AND GIFT BAG DONATIONS

Drive brand awareness for your products or services through product/services donations that will be invaluable to the Ball. In 2016, the Silent Auction of luxury items raised more than \$16,000 for the Scholarship Fund.

JOURNAL ADVERTISING: 350 COPIES PRINTED

Back Cover (full page - 4 color)	\$3,000
Inside Front Cover (full page - 4 color)	\$2,600
Inside Back Cover (full page - 4 color).....	\$2,600
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Full page (B&W).....	\$1,500
Half page ad (4 color)	\$1,200
Half page ad (B&W).....	\$1000
Quarter page ad (4 color)	\$800
Quarter page ad (B&W).....	\$650

ADDITIONAL MARKETING OPPORTUNITIES

Company logo prominently displayed on the	
Step-and-Repeat	\$5000



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